

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/688,694 Confirmation No.: 2049  
Applicant : Christopher R. Lefebvre *et al.*  
Filed : October 17, 2000  
Title : METHOD AND SYSTEM FOR RETAINING CUSTOMER  
LOYALTY  
TC/Art Unit : 3622  
Examiner: : Boveja, Namrata  
Docket No. : 47004.000062  
Customer No. : **21967**

**SUBMISSION OF FORMAL DRAWINGS**

**BOX ISSUE FEE**

Commissioner for Patents  
Washington, D.C. 20231

Sir:

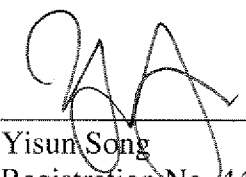
In accordance with the Notice of Allowance and Issue Fee Due mailed July 9, 2010, applicants are submitting herewith eight (8) sheets of formal drawings comprising Figures 1-8 for filing in the above-captioned application.

No fee is believed to be incurred upon the filing of the formal drawings. In the event any variance exists between the amount enclosed and the Patent Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS

Dated: 8/26/2010  
Hunton & Williams  
Intellectual Property Department  
1900 K Street, N.W.  
Suite 1200  
Washington, DC 20006-1109  
(202) 955-1500 (telephone)  
(202) 778-2201 (facsimile)

By:   
Yisun Song  
Registration No. 44,487